India Kids Apparel Market By Category (Denims, T-Shirts/Shirts, etc.), By Season (Winter, Summer, etc.), By Point of Sale (Exclusive Stores, etc.), By Organized Vs Unorganized, By Cloth Material Competition Forecast and Opportunities, 2011-2021

Description: Rising disposable income of consumers and increasing number of nuclear families, especially in metro and Tier I cities is propelling demand for kids apparel in India. Growing influence of media and western culture on Indian mindsets is also anticipated to fuel growth in India kids apparel market. Major cities in India such as New Delhi, Mumbai, Bangalore and Pune that have a large middle and upper middle class population base are the major demand generators for kids apparel in the country.

India kids apparel market is highly unorganized and leading organized players are focusing on aggressively expanding their reach to Tier II and III cities. This is anticipated to fuel growth in the share of the organized sector in India kids apparel market in the coming years. A number of global brands are also penetrating India kids apparel market in order to address the diversified demands for clothing in kids apparel segment in the country during the forecast period.

According to "India Kids Apparel Market By Category, By Gender, By Season, By Point of Sale, By Organized Vs Unorganized, By Cloth Material, Competition Forecast and Opportunities, 2011-2021", the market for kids apparel in India is anticipated to grow at a CAGR of over 12% during 2016-2021, on account of growing sales of kids apparel through online sales channels and multi branded retail stores. T-shirts/shirts and bottom wear dominated kids apparel market in the country and the segments are projected to continue dominating the market in the coming years as well.

Rising demand for T-shirts/shirts in the country can be attributed to increasing acceptance of these apparel as casual wear for kids. Additionally, demand for kids apparel in the country was the highest in Western and Northern India, due to growing influence of western culture, and Bollywood and Hollywood movies. Further, high disposable income of people in these regions as compared to other countries is also propelling demand for branded kids apparel.

"India Kids Apparel Market By Category, By Gender, By Season, By Point of Sale, By Organized Vs Unorganized, By Cloth Material, Competition Forecast and Opportunities, 2011-2021" discusses the following aspects of kids apparel market in the India:

- India Kids Apparel Market Size, Share & Forecast
- Segmental Analysis - By Category (Denims, T-Shirts/Shirts, Bottom Wear, Ethnic Wear, Uniforms, Dresses and Others), By Gender (Girls Vs Boys), By Season (Winter, Summer & Others), By Point of Sale (Exclusive Store, Supermarket/Hypermarket, Online Sales Channel, Multi-branded Retail Outlets & Others), By Organized Vs Unorganized, By Cloth Material (Nylon & Rayon, Wool, Cotton Mix/Blended, Cotton & Others)
- Policy & Regulatory Landscape
- Changing Market Trends & Emerging Opportunities
- Competitive Landscape & Strategic Recommendations

Why You Should Buy This Report?

- To gain an in-depth understanding of kids apparel market in the India
- To identify the on-going trends and anticipated growth in the next five years
- To help industry consultants, kids apparel manufacturers and other stakeholders align their market-centric strategies
- To obtain research based business decisions and add weight to presentations and marketing material
- To avail of 10% customization in the report without any extra charges and get research data or trends added in the report as per the buyer’s specific needs

Report Methodology

The information contained in this report is based upon both primary and secondary research. Primary
research included interviews with kids apparel manufacturers and distributors in India. Secondary research included an exhaustive search of relevant publications such as company annual reports, financial reports and proprietary databases.

Contents:
1. Product Overview
2. Research Methodology
3. Analyst View
4. Global Kids Apparel Market Overview
5. India Kids Apparel Market Outlook
  5.1. Market Size & Forecast
  5.1.1. By Value & Volume
  5.2. Market Share & Forecast
  5.2.1. By Category (Uniforms, T-shirts/Shirts, Bottom Wear, Ethnic Wear, Dresses, Denims and Others)
  5.2.2. By Gender (Girls Vs Boys)
  5.2.3. By Season (Summer Wear & Winter Wear)
  5.2.4. By Point of Sale (Supermarket/Hypermarket, Online Sales Channel, Exclusive Store, Multi-brand Retail Outlet, & Others)
  5.2.5. By Organized Vs Unorganized Sector
  5.2.6. By Cloth Material (Nylon & Rayon, Wool, Cotton Mix/Blended, Polyester, Cotton & Others)
  5.2.7. By Region
  5.2.8. By Company
5.3. Market Attractiveness Index
6. India Kids T-Shirt/Shirts Market Outlook
  6.1. Market Size & Forecast
  6.1.1. By Value & Volume
  6.2. Market Share & Forecast
  6.2.1. By Gender (Girls Vs Boys)
  6.2.2. By Season
  6.2.3. By Size
  6.3. Price Point Analysis
6.4. India Kids T-Shirt/Shirts Latest Design & Trends
7. India Kids Bottom Wear Market Outlook
  7.1. Market Size & Forecast
  7.1.1. By Value & Volume
  7.2. Market Share & Forecast
  7.2.1. By Gender (Girls Vs Boys)
  7.2.2. By Season
  7.2.3. By Size
  7.3. Price Point Analysis
7.4. India Kids Bottom Wear Latest Design & Trends
8. India Kids Ethnic Wear Market Outlook
  8.1. Market Size & Forecast
  8.1.1. By Value & Volume
  8.2. Market Share & Forecast
  8.2.1. By Gender (Girls Vs Boys)
  8.2.2. By Size
  8.3. Price Point Analysis
8.4. India Kids Ethnic Wear Latest Design & Trends
9. India Kids Dress Market Outlook
  9.1. Market Size & Forecast
  9.1.1. By Value & Volume
  9.2. Market Share & Forecast
  9.2.1. By Size
  9.3. Price Point Analysis
9.4. India Kids Dress Latest Design & Trends
10. India Kids Uniform Market Outlook
  10.1. Market Size & Forecast
  10.1.1. By Value & Volume
  10.2. Market Share & Forecast
  10.2.1. By Girls Vs Boys
  10.2.2. By Season
  10.2.3. By Size
10.3. Price Point Analysis
10.4. India Kids Uniform Latest Design and Trends
11. India Kids Denim Market Outlook
11.1. Market Size & Forecast
11.1.1. By Value & Volume
11.2. Market Share & Forecast
11.2.1. By Size
11.3. Price Point Analysis
11.4. India Kids Denims Latest Design Trends
12. India Other Kids Apparel Market Outlook
12.1. Market Size & Forecast
12.1.1. By Value & Volume
13. Supply Chain Analysis
14. Import & Export Analysis
15. Market Dynamics
15.1. Drivers
15.2. Challenges
16. Market Trends & Developments
16.1. E-Retailing to Drive India Kids Apparel Market
16.2. Growing Sales of Kids Apparel at Multi-brand Shopping Destinations
16.3. Growing Demand for Cartoon Themed Kids Apparel
16.4. Rising Sales of Kids Ethnic Wear
16.5. Implementation of Innovative Strategies by Retailers to Maximize Sales
17. Policy & Regulatory Landscape
18. India Economic Profile
19. Competitive Landscape
19.1. Competition Matrix
19.2. Company Profiles
19.2.1. Lifestyle International PVT LTD.
19.2.2. Shoppers Stop Ltd
19.2.3. Gini & Jony Ltd.
19.2.4. Aditya Birla Fashion and Retail Ltd.
19.2.5. Benetton India Pvt. Ltd.
19.2.6. Lilliput Kids Wear Ltd.
19.2.7. Catmoss Retail Private Ltd.
19.2.8. Arvind Fashion Pvt. Ltd. (Tommy Hilfiger)
19.2.9. Indian Clothing League Pvt. Ltd.
19.2.10. Tiny Girls Clothing Pvt. Ltd.
20. Strategic Recommendations

List of Figures

Figure 1: India Kids Apparel Market Size, By Value (USD Billion), By Volume (Billion Units), 2011-2021F
Figure 2: India GDP Per Capita, 2011-2015 (USD)
Figure 3: India Kids Apparel Market Share, By Category, By Value, 2011-2021F
Figure 4: India Girls Apparel Market Share, By Category, By Value, 2011-2021F
Figure 5: India Boys Apparel Market Share, By Category, By Value, 2011-2021F
Figure 6: India Kids Apparel Market Share, By Season, By Value, 2011-2021F
Figure 7: India Kids Apparel Market Share, By Point of Sale, By Value, 2011-2021F
Figure 8: India Kids Apparel Market Share, By Organized Vs Unorganized, By Value, 2011-2021F
Figure 9: India Kids Apparel Market Share, By Cloth Material, By Value, 2011-2021F
Figure 10: India Kids Apparel Market Share, By Region, By Value, 2015 & 2021F
Figure 11: India Kids Apparel Market Share, By Region, By Value, 2011-2021F
Figure 12: India Region Wise Distribution of Key Apparel Retailers, 2015
Figure 13: India Kids Apparel Market Share, By Company, By Value, 2011-2021F
Figure 14: India Kids Apparel Market Attractiveness Index, By Category, By Value, 2015-2021F
Figure 15: India Kids Apparel Market Attractiveness Index, By Region, By Value, 2015-2021F
Figure 16: India Kids T-Shirt/Shirts Market Size, By Value (USD Billion), By Volume (Billion Units), 2011-2021F
Figure 17: India Kids T-shirt/Shirt Market Share, By Girls Vs Boys, By Value, 2011-2021F
Figure 18: India Kids T-shirt/Shirt Market Share, By Season, By Value, 2011-2021F
Figure 19: India Kids T-Shirts/Shirts Market Share, By Size, By Value, 2011-2021F
Figure 20: India Kids T-Shirt/Shirts Market Share, By Price Range, By Value, 2015
Figure 21: India Kids Bottom Wear Market Size, By Value (USD Billion), By Volume (Billion Units), 2011-2021F
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